

# Parkergrams

FOR PARKER DEALERS

Vol. 8, No. 2

The Parker Pen Company — Janesville, Wisconsin

March 1953

## Parker Picks Queen

Plant life, the vegetable kind, can be quite boring. But Parker Pen Plant life becomes highly intriguing about this time of year as the contest for choosing Parker's beauty queen, Miss Penette, approaches.

This year, the large "51" scepter, official symbol of Penette Royalty, was awarded to five-foot-seven Carol Carlson, who effervesces in a size 12 business suit. She has been with Parker in the Tabulating depart-



ment for a little over a year.

Along with the honors, which have been bestowed twice before, Carol will receive a complete new spring outfit from a leading clothier and will act as official hostess at trade conventions and other promotional affairs.

Four runners-up in the contest form her Court of Honor. They are Gloria Knutson, Virginia Dunn, Patricia Schmitz and Beatrice Johnson.

The story of this year's contest was developed in a shroud of mystery on employe bulletin boards in plants and offices. At first, only a yellow "teaser" showcard with a heavy black arrow was pinned to the boards. Next, a portrait of a pretty girl, masked by a sheet of white paper over eyes, nose and mouth, was placed beside the arrow.

On the third day, a black question mark was glued to the blank white paper. Each day following, some new element was added to the display. Employe interest boiled. When the story broke in *Shoptalker*, the

## New Things For Spring

Spring sales meetings have come and gone. And we sometimes think, after they close that the company ought to change the name of the sessions. They should be called "dealer aid" meetings, since that is actually what they are.

The high brass and division managers talk primarily about their number-one concern: Dealers and their problems.

The solution to dealer problems—selling merchandise—is automatically the solution to ours. When we help the good dealer we help ourselves. So, during the recent meetings, the chief topic was merchandising.

And there were answers, in the form of new displays, advertising and sales training aids.

On tap for spring is a snappy display employing the chief eye and interest catcher, animation. Named the "Best Seller" motion display, it's actually an eight-page book with automatically turning pages. It gives the viewer—inside or outside the store—an opportunity to read short, strong selling copy and to see colorful illustrations showing (1) the regular and demi-sized "51" pens, (2) the Aero-Metric ink system, (3) the precious metal tip, and (4) the Pli-Glass plastic ink reservoir.

The pages turn slowly in one direction, then reverse and turn slowly back for continuous reading. A natural finish Philippine mahogany frames the entire book, which is 20 inches wide, 12 inches high and four inches deep.

There was a lot of discussion during this meeting on the "21" pen 10-day free trial. This promotion is an old cookie with Parker, but still highly edible, as records show. Because countless retailer accounts displayed outstanding success with the promotion in 1952, the company felt it should be included for discussion in the recent sales meeting.

For maximum effect, it is wise to show the "21" with the cap off in ads and window displays. This gives the customer, at a glance, the family resemblance to the "51".

Everyone at the meetings was enthusiastic about the new "sizzle card" for training counter people which will shortly be in dealers' hands. It functions in two primary ways, both designed to help you sell. The card shows a cut-away "51" and illustrates the exclusive Plathenum tip, Aero-Metric ink system, greater ink capacity, Pli-Glass reservoir, visible ink supply, fast simple filler and the dry-writing element, explaining the advantages of each. It is designed not only to give the customer an inside view of the famous "51", but also provides a short training course for your sales persons, enabling them to answer any question which might be asked concerning the product.

One of the key points brought up during the meetings was that our current ads are

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Miss Penette of 1953, Carol Carlson, is showed backed up by her Court of Honor, runners-up in the contest. From left to right they are: Miss Penette, Gloria Knutson, Patricia Schmitz, Virginia Dunn and Beatrice Johnson.

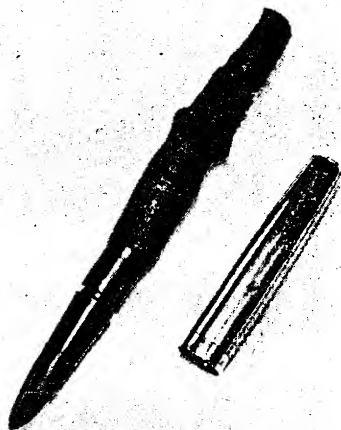
employe publication, the bulletin boards were completed with directions for entering the contest and "Miss Penette of 1953" was on her way to becoming a reality.

As nominations for Miss Penette arrived, the Public Relations department tabulated the ballots. More than half of the employes cast ballots and what's more, signed them. Five lucky judges were chosen to perform the task of viewing and interviewing the department winners and deciding the Parker Queen.

And to the final day, no one knew what 1953 would bring in the Miss Penette contest. But, when at last the contestants were judged and the winner chosen, we saw that wholesome beauty in the typical American fashion had prevailed.

# Parkergrams: BACK TALK

## Neither Fire...



Arguments may be heated, pens usually may not. The result of transgressing this simple statement is seen in the photo above. It seem that R. W. Gregory, of Ardossan, Australia, lost his Parker "51" while fighting a grass fire which threatened to destroy the homes near Ardrossan.

The pen was recovered about three weeks later, looking as though it had gone through the Quaker Oats puffing process.

Mr. Gregory reported his surprise when it wrote immediately. The ink, however, had taken on a darker hue as a result of some dehydrating. A local wag commented that perhaps the durable "51" is one pen that could be taken with you—no matter how hot the environment might be.

## Quink Really Permanent Ink

Gentlemen:

During the night of May 6 our safe, which held most of our important books and papers, was stolen and carried away from our office. Later it was found in a creek with all contents removed, but some of our books and papers were salvaged which included our account book and check books.

We use Parker Quink permanent blue-black ink, and it is amazing that not one account or check stub had become illegible from being under water for several days.

We would like you to know that now we consider it very important for us to have a bottle of Parker Quink on each desk in our office, and we shall have from now on.

Vera Jordan  
Newton Implement Co.  
Newton, North Carolina

## From Korea

Dear Sirs:

Received your letter that you were sending my pen without any charge since I was overseas. I wish to thank you very much, since not all companies give a serviceman such service ...

Herbert F. Reed  
Andong, Korea

## Sad, But True Story

The daily paper DE STEM ... (tells) about a motor car which has been missing for four years and was found in the Amer, a little river near the town of Breda in Holland ...

... There were two people in the motorcar. One of them was in possession of a Parker pen. After these four years this pen was still in perfect condition, which proves that this has been manufactured from sound material.

w.s. W. Arends  
Breda, Holland

## Cap Stones In Color

Dear Mr. Jeffris:

Someone gave me a Parker "51" in 1938 (sic). I am still using it and it has never had anything done to it except get ink put in it.

And since 1938 I have purchased an additional seven Parker "51" pens and am deeply attached to each.

My play, "Born Yesterday" was written with a Parker "51". I have also written several failures with Parkers, but I honestly do not blame it on the pen.

Some time ago, the little gray stone from one of my pens fell out. So ... I took it to a jeweler and had him put a little red stone in ... Of course, the little red stone meant that in that particular Parker "51" I had red ink ...

... Why don't you make available ... one color (cap stone) for every sort of ink which you manufacture?

Garson Kanin

Ed. Note: Investigation showed the design people here had given consideration in the past to coloring clip screws, but found the public cool. Apparently the design folks too, were not "born yesterday."

## How About Resales?

... I always speak well of Parker, but don't see how the company can be making any money. The "51" I bought in 1945 wrote well then and is writing even better now. How do you expect to make resales when you put out a product like that ...?

Dick Leonard  
Milwaukee, Wis.

## Sherlock Holmes and the "51"

Dear Sir:

In the present age of bad quality production, one experiences such a shock of amazement on encountering a really efficient, well designed product, that it is difficult to resist the temptation of recording one's appreciation and gratitude.

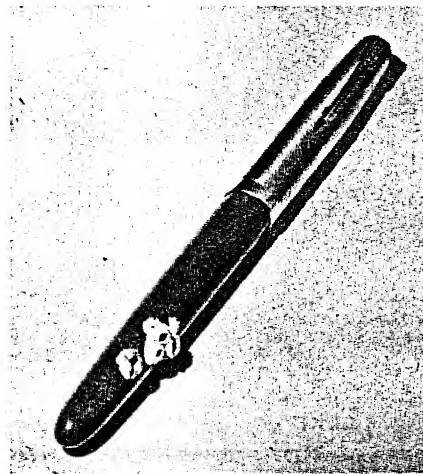
Hence, the admirable qualities of your Parker "51" pen are directly responsible for this letter ... I would not exchange my old and battered "51" for any new model! ... My book, "Heaven Has Claws," ... was written by hand with my Parker "51" pen, by the light of a kerosene lamp and in a tiny cabin often awash with salt water.

The engine of my ship failed, my fishing gear was smashed, my rifles rusted up, the color ran on my movie films but—my Parker "51" never let me down ...

... Thank you for making such an excellent product.

Adrian M. Conan Doyle  
Tangier, Morocco

## ... Nor Flood



Six months in the Gulf of Mexico, plus cohabitation with sea vermin and barnacles, failed to dampen the efficiency of this Parker "51" sent in for cleaning by Robert E. Mincey, of Naples, Florida.

Mincey lost his graduation gift while fishing and thought he had seen the last of it.

Recently, an elderly man discovered the pen on the beach about three miles from where it was lost, scraped off some of the barnacles, read the engraved name and returned it to the owner.

Mincey was greatly surprised to retrieve his pen from the depths of the Gulf. And to his complete amazement (and ours), the "51" wrote perfectly on first contact with paper.

The obvious conclusion: Even when wet the Parker "51" writes dry.

Gloria Gets the Point



There are many among us who naturally take most everything with a grain of salt. Acknowledging this, the above photo was taken with a whole mound of salt—but only to make a point.

The larger of the two mounds being gazed at thoughtfully by our Gloria Knutson is a nickle's worth of table variety sodium chloride. The other is \$1,000 worth of plathenium pellets, each to make the highly-machined writing tip of a "51" gold point.

Over There

Ambassador of Company Goodwill Kenneth Parker has departed New Delhi en route to Beirut, Lebanon, in his round-the-world tour.

Mr. Parker is expected to visit principal cities in Palestine, Egypt, Greece, Italy, Switzerland, Germany, France, Belgium, The Netherlands and England before returning to the United States.

# Advertising Program Bubbles

Not in a long, long time has one of our advertising programs bubbled like the current one. Two of five ads have run with these notable results: (1) customers are reacting at retail pen counters (2) letters from the great American public are coursing into Janesville, and (3) even the notoriously hard-to-impress production employes here are excited over the ads which to date have gently spoofed left-handed pens and pen gender.

The hullabaloo isn't exactly a complete surprise; the ads were designed to be provocative. But they have caused more of a stir than anticipated. Many dealers reported that literal-minded pen buyers have walked into stores and blandly asked for a look-see at the new left-handed "51" models. One fellow even took great pains to explain that he was ambidextrous and now was at a loss at which type to buy.

Meanwhile, Charles H. Young, a Montclair, New Jersey man 84 years young, touched off a wave of eerie correspondence with us in which he wrote from right to left and backward. "Been doing it for forty years," he said, "and your left-handed pen reminded me ... to write of my twenty-year old Parker."

A surprisingly large number of lefties, who got past the headline and carefully read the text, found that Parker indeed had a "left-handed pen," if the owner broke it in that way. The "51" pen is either-handed when it leaves the factory, but in use the exclusive Plathenium tip wears "ever so slightly" until the pen becomes "every bit as left-handed as its user."

These days, no one can afford to ignore

the minority that is the left-handed world. There are millions of southpaws, of that we are certain, although authorities disagree on the actual nosecount. For example, the American Medical Association states in the *Delaware Medical Journal* for May, 1930 that 15% of the population is left-handed, 5% is ambidextrous.

An article in *Hygeia* for October, 1938, states that the U. S. incidence of left-handedness is 5%. A little more investigation, this time by Fredric Haskins, the popular "Answer Man," determined that no actual figures are available, but brought out a *Good Housekeeping* article which put the figure at 8.2% for students.

Five per cent, or fifteen per cent of 150 million Americans is an awful lot of port-siders. So the ad struck home for people who paged through *Post* using one hand or the other.

Hardly had the business about left-handed ads settled down, and the inevitable quips about monkey wrenches and red, white and blue striped ink laid to rest, when our next ad broke with the gosh-awful headline

(Continued on Page 8, Column 1)

# The President's Writing Tools

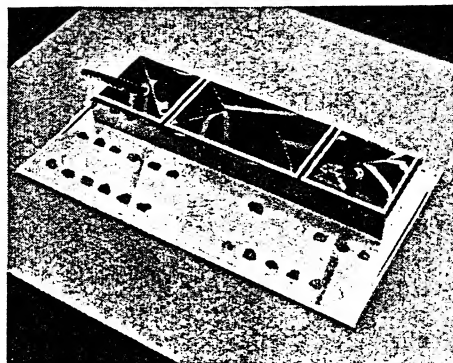
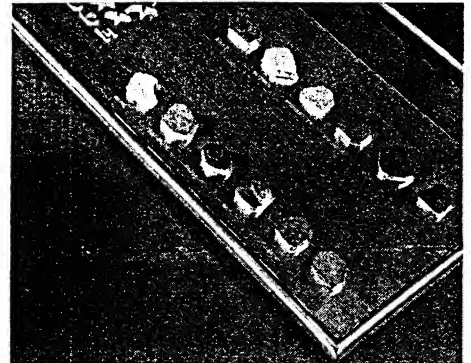
An unusual geological project was hatched here in 1950. Its objective: Procure some two-dozen small stones from widely scattered places of significance in the life of Dwight D. Eisenhower.

One year later the milestones were here. Olive-sized nuggets come from Denison, his Texas birthplace, Abilene, West Point, the Philippines and on through Normandy and Morningside Heights. After being set in Sterling, they were mounted on a largish onyx and silver desk pen set equipped with "Ike-pointed" pens—51's with a double-sized wad of Plathenium on each nib.

The time was 1950, and because Ike was both a university president and commander of NATO, most people had little cause to believe he could be lured into other fields. But before the writing stand was packed off to the General, a final white stone was added and left mysteriously unlabeled as to origin. The little white stone turned out to be prophetic, for indeed it came from the White House grounds.

There it has returned. On President Eisenhower's desk in the pastel green westwing office rests the pen set. The white stone has since been labeled White House. There is no room on the Sterling stand for additional stones.

View of detail of Sterling tray which holds the Eisenhower office pen set. Visible at top left are the 14-karat gold initials and five-star general's insigne. Note the final unlabeled escutcheon which clairvoyantly bore White House stone.



President Eisenhower's progress is told in the 24 stones set into his unique and attractive Sterling and onyx "51" office pen set. The stones originated from important localities visited by Ike during his lifetime.

## Poet Guest, On Pens

Almost nothing escaped the doggereled attention of Edgar Guest, the late modern American poet. He ground out homely—and extremely popular—verse with the constancy and efficiency that Oscar Mayer uses to produce weiners.

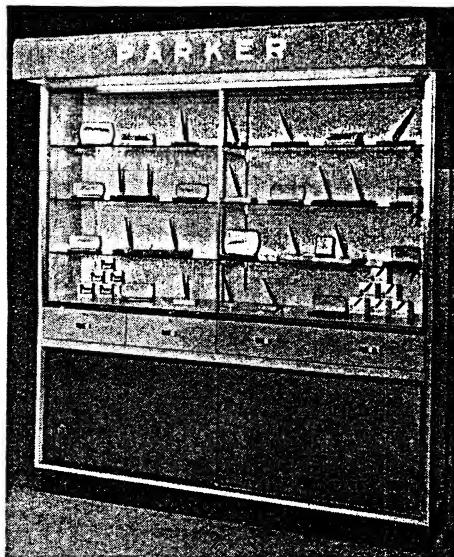
Tradition said it was impossible to escape death, taxes and Edgar Guest. Even the ordinary business of filling a fountain pen provided inspiration for one of Mr. Guest's verses.

The poem, you will notice, starts out with a wonderfully uninspired title and carries on from there. Don't mistake these sentiments for spleen. We're just having fun with his work even as he had his fun with fountain pens. The poem:

### No Pen Filler

When I must fill a fountain pen  
I read directions first, and then  
I pull the plunger in and out  
And spatter gobs of ink about.  
I blot the letters I must sign  
With smudges of the "superfine."  
On every finger ink appears.  
I even get it in my ears.  
I am a careful man, I think,  
But careless I must be with ink.  
I get it on my shirt and tie  
And anyone who stands near by.  
Both far and wide the fluid flows.  
I get it on my cheeks and nose.  
Ink in my hair, and once again,  
Ink everywhere, save in the pen.

## First Parker Wall Case Introduced

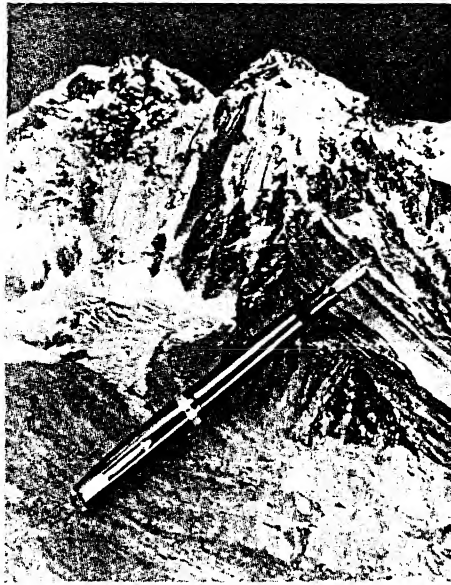


Retailers have long asked for a wall case from Parker and now we have it. That it's a beauty can be seen in the photo above.

The cabinet work is hand-rubbed oak with a soft gray finish to match the new Windsor case. Other special finishes, however, are also available. It stands seven feet high and comes in two widths, four and six feet. Even the prettiest salesgirl will get a lift from such a backdrop.

It is logical to ask, "When can I get the case?" The report says the case is available for immediate delivery.

## Unconquered Everest And the Duofold



Three-dimensional motion pictures, chlorophyl toothpaste and cyclotrons are but a few examples of modern man's perserverence and ingenuity.

Tibet's towering Mount Everest is, on the other hand, a 29,000-foot monument to his limitations. Temperature that dips to minus 40 degrees, winds which fling stones about like baseballs and super-thin air turn back the hardy men who try to scale the Himalayan peak.

Eric Shipton recently led a British climbing expedition there, and while the crew failed to reach the summit, Shipton compiled information which will be of help in future sorties. He took his notes with the Duofold pen pictured here.

In England, the explorer reported that the pen wrote at every altitude and leaked at none, despite varying pressures. Other pens, Mr. Shipton said, spilled ink into the pocket and dried up in the hand "owing to intense cold at the high levels."

## Parker's International Flavor

Global aspects of the Parker Pen company were apparent at the annual Parker export conference at New York in February.

Those in attendance at the conference were Mr. Norman Byford, vice president in charge of international sales and managing director of the London, England, company; Mr. Peter Ward, export manager of the London company; Miss Eleanor Edens, of the London company Export department; Mr. Thomas A. Gavin, export manager of the Toronto, Canada, company; Mr. E. Stewart Skidmore, manager of Parker Mexicana, S. A., Mexico; Mr. F. W. Matthey, export manager of the Parker Pen company, Janesville; and Mr. C. Edward Boggs, manager of the New York Export division, Parker Pen company, New York.

## Round and Round

Here's what happens when you hook your wagon to a circular stairway.

T. A. (Typical American) Jones was talking about wages and the cost of living with his friend George Smith. Seems there was a lot of talk going around about higher wages.

"George, what's this I hear about your wages being tied in with the cost of living?" Jones wanted to know.

"Yes that's right, T. A. Every time the cost of living index goes up so many points we get a raise in pay."

T. A. Jones stroked his chin, pulled a couple of long faces to make like he was thinking deeply. Out came the question.

"Tell me George," said T. A., "where does the company get the dough to raise the pay that goes up because of the higher cost of living index?"

"I guess they get it by raising the price of what they sell," said Smith.

At this point Typical American Jones went into what seemed like a trance but he finally came to. He looked like he still did not get the point and needed more help.

"Tell me George," said T. A., "will that price increase finally get to the cost of living index and send it up a little?"

"Yes, I guess it would but I don't see where that has anything to do with what we are talking about," said Smith who was already spending the expected raise.

T. A. muttered a little and then asked George, "If a lot of different employers use that method of raising wages and they all raise the price of what they sell to pay for the wage raise wouldn't that raise the cost of living index?"

"Yes I guess it would," said Smith.

"Well," said T. A., "if it raises the index then what happens?"

"T. A.," said George, "you seem to be a little thick-headed this afternoon. If the index went up why we would get another raise. It's simple."

Tom Campbell, Editor  
Iron Age Magazine



— AND PLEASE HELP DADDY KEEP HIS TEMPER WHEN HE FINDS OUT WHAT I DID TO HIS FOUNTAIN PEN.



# Arrow Park Move At Hand

Like some giant Master Sculptor, the new \$3,500,000 Arrow Park plant sprawls tranquil on the earth. His resting days are numbered for soon the giant will be busily turning out the tiny, detailed pieces of fountain pen art that have come to be "world's most-wanted."

The north wing of the immense new factory is already flexing. It will be first in action with the establishment of the automatics and moulding departments and tool rooms.

A walk through the building reveals, here and there, holes in the white ceiling, like the black squares of a crossword puzzle. The speakers in the building's public address system will be installed where sections of the ceiling are missing. There will be about 270 in all, bringing company bulletins, information from outside and intermittently, music.

Moving on into other sections of the plant we see masons edging nearer and nearer the ceiling with two-tone green tile walls. Like breath on a cold mirror, the shiny surface of the tile is fogged by mortar, to be washed away later.

At the rear of the building we ascend in an automatic freight elevator to the second story over the central area of the plant. The north and south ends of this floor will house the mighty air circulating fans. Three are being assembled in place—too large to have been brought in fully constructed. The fans will move 300,000 cubic feet of air each minute.

The walls for these mechanical equipment rooms are not complete. A single row of cement blocks on the floor indicates where the walls will be raised.

The rooms, when complete and in operation, will be the cleanest in the plant. Like huge lungs, they will receive, purify and expell air via the fans. The rooms will actually be in a constant stage of partial vacuum. Dust which is carried to them will be quickly absorbed by electronic filters in the fans.

We are told that a puff of cigaret smoke blown into one side an electronic filter will show no evidence on the other side. Even the odor will have been absorbed.

Thermostatic "brains" will control the operation of the fans, according to the temperatures of the fresh air being brought in and the purified air being recirculated.

Returning down through the heart of the building, a descent is made to the "crawl space" beneath the first floor. Tunneling between pillars as far as the eye can see in the subdued light, the "crawl space" provides interest to those whose minds turn toward structural techniques.

On a grid pattern on the underside of the 11-inch thick first floor are pipe hangers and two-inch holes. The angular hangers were imbedded and the holes were formed when the floor was poured. The holes extend upward through nine and one-half inches of the concrete, almost to the surface above.

The hangers, themselves, are about three feet long and are designed to clutch the bands which wrap around the pipe.

Both the hangers and the holes combine

to make it possible to shift a piece of machinery to any point on the first floor and never at any time be further than seven and one-half feet away from a pipe hanger or hole, through which power can be carried to the machine.

In addition, the main conductors of power provide junctions one-foot apart to enable electricity to be brought from a point nearest the machine. Hence, the usual maze of electrical conduit is greatly reduced.

We learn from Joe Clark, project engineer, that to his knowledge, this system of holes and hangers has never before been attempted on such a scale as employed at Arrow Park.

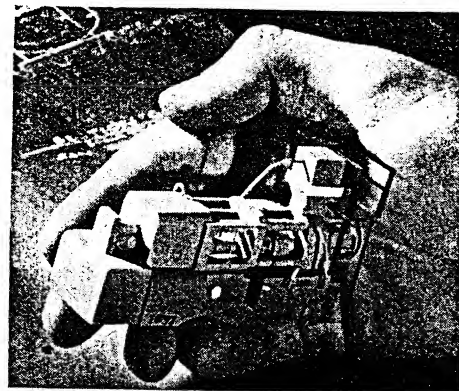
The move into the Arrow Park plant is scheduled to begin about April 1 and be concluded around the middle of May. This feat of moving a complete factory at work is expected to be accomplished with a minimum loss of production.

Our engineers have been able to determine exact locations of all machinery to be brought into the new plant well in advance of the actual moving through the use of a small model of Arrow Park's interior.

The model stands on the second floor of the present plant. Rapidly, the engineers are placing tiny duplicates of machinery and other equipment in the same relative positions the real equipment will have at the new plant.

Soon, the model plant will be in "operation." Then the full-sized one need only pattern itself after its tiny brother.

## Model Planning



One of the more than 3,000 tiny models used in the layout of Arrow Park is pictured above. Replicas are placed on a model of the interior of the \$3,500,000 new plant in the same relative position the actual machinery will occupy. The scale model takes the guess-work out of planning the new factory.

## Ploughed Pencil

The following newspaper clipping from the Cape Times was sent to us by Syd Sides, manager of The Parker Pen (Pty) Ltd., Capetown.

Business concerns must be used to queer things happening to the commodities they sell but the agents in Capetown for a well-known pen were astonished this week when they learned the history of a presentation pencil from a set sent to them for repair.

It had been given to the late Senator Conroy by the Irrigation Department on June 3, 1948. This was engraved on the barrel of the pencil.

His son had it in his pocket when ploughing a year ago and found that it had disappeared. This year, when ploughing the same field, the pencil was turned up by the ploughshare.

And it still worked.

## There'll Always Be a Parker Pen



In just a short few months, an otherwise conservative Britain will flower forth with all the pomp, splendor and romance which have characterized coronations since biblical times. Most of us won't be there June 2 to witness the spectacle, which is probably well enough, for the intrepid little island obviously can support just so much weight.

But perhaps amid the flourishes of the procession, the little Parker pen shown here will ride with the Royal pair. The gentle lady who became Elizabeth II is using the pen to sign the guest log aboard a plane which took her from Washington to Montreal Nov. 5, 1951. It's small representation, that little pen, but at least we'll be there.

## LIGHT BULBS TO HEAVY SUGAR

# New Idea Exchange Shares Savings

Employees here who have been wishing their ships would come in are finding the winds of a brainstorm helpful these days. The company has inaugurated a unique "idea exchange" plan which shares equally with the employe net savings accrued through the first year's application of his idea.

Of course, some would-be brainstorms in the final analysis, turn out to be only williwaws with no practical application, but on the whole, the plan is showing itself profitable to both employes and management.

The "idea exchange" differs from the time-honored and much satirized suggestion box system, in that it converts a momentary inspiration to hard cash on a formula basis. And instead of a wooden box, there is a real live "idea coordinator" who accepts and expedites all ideas.

The company stands to benefit, too, since the plan provides employes with stimulus to advance ideas to improve the company's competitive position and cut production costs at the important workbench level.

Upon the plan's instigation last Dec. 1, a 10-man award committee was organized to review ideas submitted and to make awards on the 50 per cent basis.

For instance, let's imagine the company is using aluminum smidgins at a rate of \$500 worth a year. John Doe is suddenly staggered by the immense beauty of a plan to cut smidgin wear and tear in half—thus reduce costs to \$250. It's a wholly new idea, it's all his own, and by golly, it works. Doe would receive half the savings, or \$125.

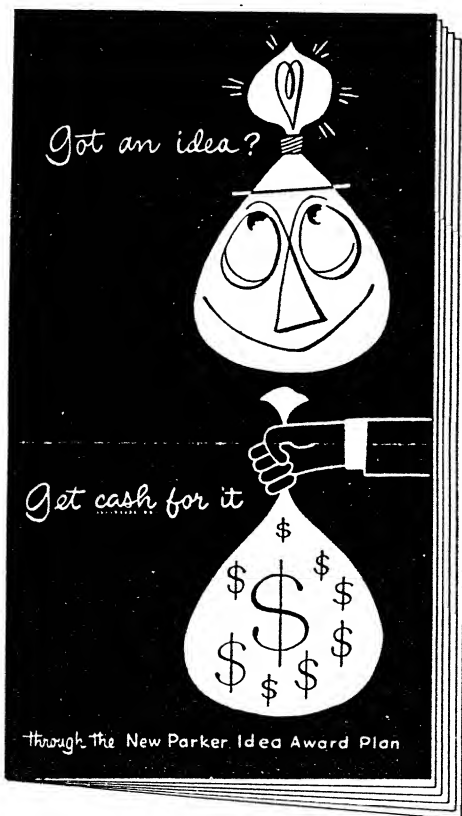
A suggestion to reduce lost motion through a simple turn of the hand is enough to rate an award in the new plan. Complicated ideas, however, are weighed and examined also. Most difficult for the committee are those ideas which involve untried processes and intangibles.

## Power Pens

The world's strong men have certain things in common—one being the theory that the Sword is mightier than the Pen.

With that in mind, it seems a trifle odd that dictators invariably take pains to lay hold to a first-rate, made-in-U.S.A. writing instrument. Recent photos have shown Tito, Franco and Red China's Mao Tze Tung firmly clutching their "51" pens. Nationalist China's Chiang Kai-Shek is also known to be a "51" owner of long standing.

And now Naguib of Egypt, the newest addition to the list of iron premiers, has been pictured celebrating the signing of a new British-Egyptian agreement by brandishing aloft the pen he used. It, too, was Parkerish in appearance, yet Parkers are notably capitalistic pens made by a freedom-loving people in a democratic land.



The "idea exchange" plan is to be fully explained to the Parker employes by the booklet pictured above. The art work is purposely capricious to lighten the otherwise heavy legalese. Representatives of various divisions of office and factory aided in the development of the booklet.

## Ads Get New Yorker Eye

It has been said that the City of New York is so stupendously varied that little surprises the blase native of that metropolis. Maybe our advertising team achieved something of a Ripley item when it managed to stir the interest of a real native—New Yorker magazine.

We refer to the letter received from F. S. Norman, editorial representative for the magazine, which follows:

"...I am certainly amazed to learn that \$17,000,000 has been spent on ('51' pen) marketing. It does not seem possible. A few years ago, that would have looked like the national debt. Now we take it in our stride.

"I've always enjoyed your advertising. The product is always well displayed with plenty of white space to set it off, and your captions always intrigue me and take me down to the basic copy."

As a matter of fact, Mr. Norman, the advertising surprises and pleases Parker folks too.

## Band In Boston

The public emergence of a new jive number titled "Parker 51" was greeted here enthusiastically. Natch. Stan Getz headed a five-man group in recording the tune in Boston, and from what the critics say, the song is as sharp as an accountant's nib.

In reviewing the tune, Down Beat gave it a top five-star rating, adding that "Stan Getz style flows as smoothly as the famous fountain pen."

This is all highly flattering. But since the song is markedly on the non-commercial side, it is quite likely that only a few ordinary folks will get to hear it in its short juke-box career. For the benefit of the jazz aficionados on the Parker payroll, an order has been placed with the Roost record people for a couple of the platters. "Parker 51" will soon be used as a sort of theme song on the public address system of our new plant, Arrow Park.

Whether the tune ever attains "Hit Parade" status is perhaps of secondary importance. We think the main significance of the new song "Parker 51" is that it provides added testimony as to how deeply this particular pen has penetrated the public consciousness.

## Mathematical Mumbo-Jumbo

The tricky world of statistics is fast becoming an over-crowded and sometimes confusing place to travel. The height of mathematical mumbo-jumbo was reached when figure filberts here put their slide rules to the simple written word.

The result is a fog-bound combination of decimals and digits which are of very little use to anyone, but are kind of fun to know about anyway. For what they are worth, here goes:

According to our researchers, one drop of ink will produce 195 words under normal conditions. There are 1,475 drops in a two-ounce bottle of Quink. Knowing that, the researcher deduced that one word costs .000087 cents, or 87-millionths of a cent. Knowing that, they determined a final score of 11,050 words for a penny.

At that rate, this article is of very little value.

## Fame is Here

Upon seeing the picture of Dean Erwin Griswold, Roger Siddall, author of "James Russian" and "Travers" wrote him as follows:

If the Parker Pen people haven't sent you a check on account of your handsome portrait on the current law school bulletin you ought to send them a bill.

All my stuff for the past eight years has been written with a Parker "51". I think it is the greatest writing instrument ever devised by man. I am just waiting to get famous enough to endorse the thing. Already I have had the picture made, a print of which is enclosed for your inspection.

# WINDOW SHOPPING

## Troth in India



The scene above was photographed during the colorful ceremony which took place in Madras, India, at the wedding of the daughter of R. K. Murthi, Parker manager there. The priests are chanting while the bridegroom places a sacred lai around the bride's neck. Mr. Murthi holds his daughter while Mrs. Murthi smiles at some guests behind him.

## Eternal Feminine

Parker's "female" pen turned out to be nothing new to Milton Ascherman, of Milton's Jewelers, Fremont, Ohio, who wrote the following commentary on his own "51".

"... It's stubborn, won't work most of the time; feels best when it just lies around; has backaches (back to the factory for service most of the time); glows when admired, but fails to respond to flattery; cries at the slightest provocation and leaves blue tears all over..."

(Ed. Note: The above is an unsolicited testimonial).

## Getting There First

It has long been the wont of ad people here to wangle positions on the inside front cover of magazines for Parker advertisements. One definite advantage was pointed out in a letter from Louis B. McManus, president of the Office Supply Company, Inc., El Centro, California.

His letter told of a Mexican national, a migratory worker given a permit to work in the U. S. for one year, who came into his store and bought a "21" pen and pencil set because Parker's advertisement was the first he'd spotted in leafing a magazine.

It seems that some Mexican nationals, though unable to read English, start ad hunting whenever they need something. The first item they come to is often the one they want.

Our thoughts are with the poor advertising copywriter who in all likelihood strained for days on the proper arrangement of his adjectives and verbs, only to "lose" the sale to positioning.

## Gold in the Pop Business

Few umpires, if any, would object to being knocked on the noggin by one of the bottles processed by our Southern sales division for the Dr. Pepper Bottling company. The bottles are gold plated.

Parker salesman R. E. Doerr had a case and a half of the containers gilded and mounted on "51" desk sets for the bottling company which wanted them for presentation to exclusive Dr. Pepper dealers throughout the nation.

The gold bottles don't seem headed for general distribution to the public, however. Dealers seem to find it hard enough to collect even the usual two-cent deposit.

## Street Car Pen Mystery

Parker advertising agents in Lebanon, Messrs. Pharaon Publicite, sent us a newspaper clipping from the French paper LE SOIR for possible use in Shoptalker.

It seems that street car passengers were finding themselves minus their Parker "51" pens upon alighting from the car. The chief of detectives assigned two agents the job of nabbing this pickpocket specialist.

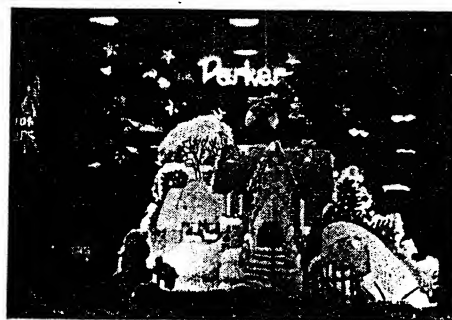
Then one day "they noticed a passenger moving up suspiciously to another traveler. The hand of this 'passenger' disappeared into the outer pocket of the other traveler, who carried a Parker '51'. Immediately the two inspectors seized the pickpocket by his collar, but he protested vehemently that he was a 'gentleman' and that they were badly mistaken. But the inspectors, in spite of the protests of several passengers, took the pickpocket to the police station. He was searched and 23 Parker '51' pens were found on him."

## Inviting



Open to street view is this beautifully spacious and modern showroom at Bush House, London—a welcome place for every potential, or present, pen owner.

## Columbian Christmas



With summer safely in the offing, it might be nice to look nostalgically back to the Christmas season via the window display of our Columbian distributor, Libreria Restrepo, of Medellin. Incidentally, since seasons are reversed, winter is approaching for the good retailers in that hemisphere. Seasons greetings, amigos.

## Coasting's Fun

Parkergrams:

Whoever the eager beaver was who wrote that letter in "Back Talk" last month entitled "Do Something" must be the bored-with-life type.

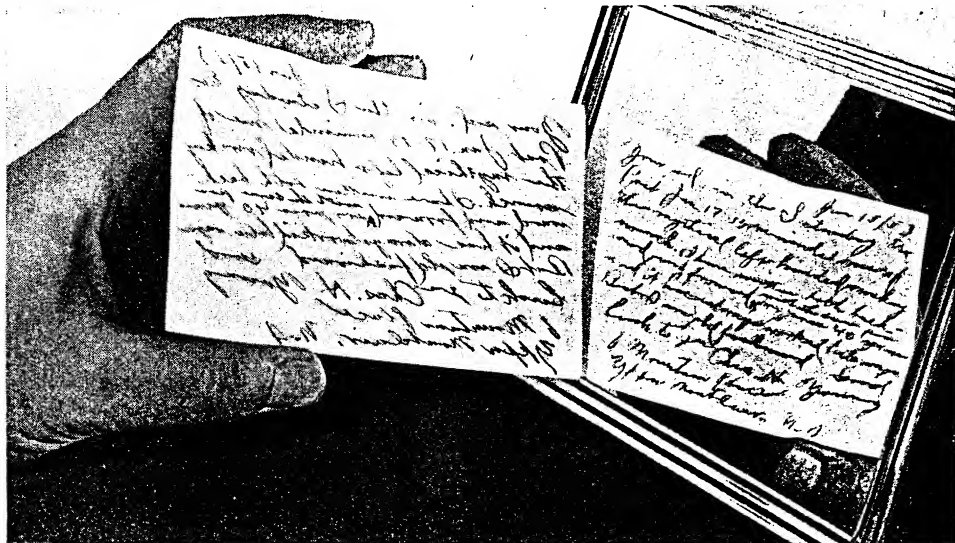
As for us, we did a bang-up business in "51" and "21" merchandise this Christmas and we expect to do so in the months ahead. Parker doesn't need a new pen.

The Aero-Metric "51" is new to a lot of people and it's still a leader in styling and prestige. I'll take the product that is easiest to sell. Mr. Macher can take the fads.

If Parker is coasting on the "51", I'm glad I've a spot on the sled.

George Sawyer  
Kapek, Maine

naF a morF droW



A satisfied customer, who saw our "left-handed pen" ad, wrote to say it reminded him of the "mythical left-handed monkey wrench." The message was written completely backward and was signed "gnuoy H. sahc .rM." The card and reflection appear above.

## New Things

(Continued from Page 1, Column 3) being talked about. Letters coming into Janesville have emphasized this. So, it was natural that the future ads in the series would be introduced among the display material.

Behind glass in an attractive walnut picture frame, is a full set of the ads coming up in the next few months. The dealer need only withdraw the front ad as each new one appears nationally. The frame has all the spring ads inserted in the holder and the glass prevents them from being soiled. A sticker on the back of the frame reminds the dealer to change the ads.

So, it is easily seen that the sales meetings, so-called, evolve around aiding the dealer in the matter of turning over merchandise. A Parker sales meeting, for sure, but it is the dealer, not Parker, who will be the first to benefit. And that is as it should be.

## Ad Program Bubbles

"How to determine the 'sex' of a Parker 51 pen".

Within hours of its appearance in the magazines, letters from Parker owners headed Janesville way. One was from a dealer friend in Fremont, Ohio saying he knew all along his pen is female because "she" is temperamental and pretty. The second guessed his double pen set is man and wife, and strictly incompatible. Another was from a lady in Maryland bristling because we had spelled out s-e-x in the headline.

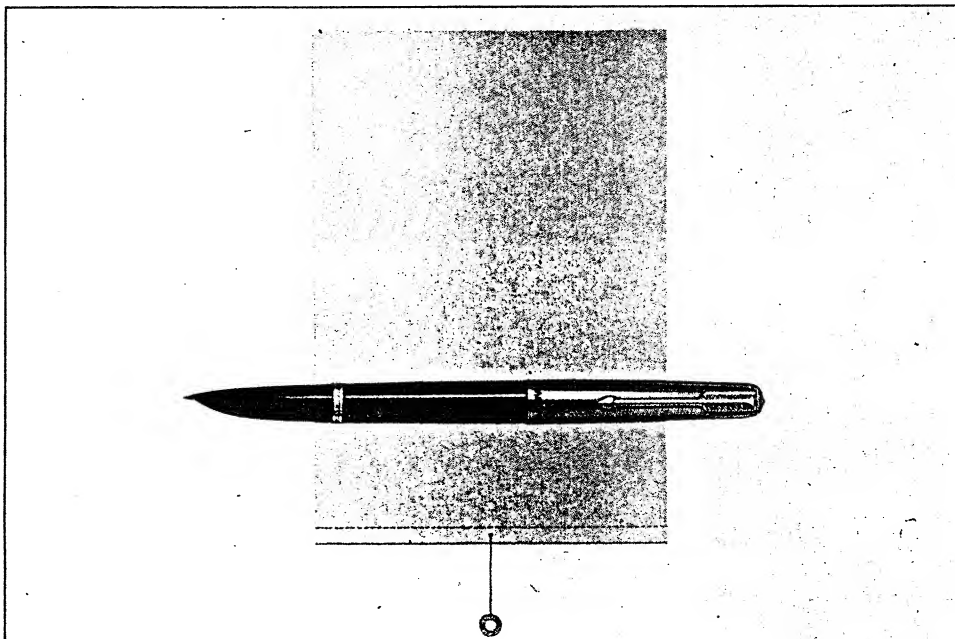
The first two gents were offered the services of a repair specialist here who functions as a sort of John B. Anthony to the pen world. The lady from Maryland received an apology and an explanation that the ad was pitched at the Post reader's famed funnybone, and the darkest thought our copywriters had was in trying to provide a public chuckle in this atomically tense world of ours. That, and trying to sell some "51" pens with some of the soundest selling copy ever ground out.

What's next on the media list? The advertising people have cooked one up titled, "Even in the dark . . . you can tell it's your Parker 51 pen." That ad ought to be as hard to pass by as the first two. That's all the admen ask—to make readers pause, giving them a chance to tell the story of the tip that wears in, but never wears out.

## Bullet Stopper

Thanks for repairing his pen comes from a British serviceman overseas. Parker was only too happy to put it back into working order after it had stopped a bullet from doing greater damage to a fighting U. N. soldier.

## Sight Unseen, It's Yours



Even in the *dark* . . . you can tell it's your Parker "51" Pen!

You don't have to see your Parker "51" Pen to know it's yours. Pick it up with your eyes closed or in a darkened room and write a few words with it. The way it feels on the paper tells you unmistakably that this is your pen.

Why does a Parker "51" feel so good—so right as it puts your words to paper?

The secret is in a tiny pellet fused to the 14k gold nib of the "51". This pellet is made of an exclusive combination of two precious metals—Platinum and Ruthenium. Parker's registered name for it is Plathenium. It's the only all-precious metal point on any pen.

So uniquely sensitive is this Plathenium tip of the Parker "51" that after you have written with it for a short while it adjusts precisely to your style of writing.

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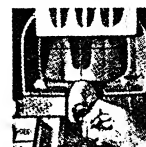
It "wears in" to the way you hold the pen, the way you slant your letters and to the pressure you put on paper when you write.

What happens is that this all-precious metal point polishes itself to a supreme smoothness and stays that way for decades and decades. The result is an ease of writing and speed found in no other pen. Your Parker "51" Pen feels better and acts better because it is writing your way.

There are 9 solid hours of this kind of pressureless, flawless writing in every clean, easy filling of a Parker "51". And there's a special pride in owning this world's most-wanted pen—pride in its beauty as well as in the day in and day out never faltering service.

See the new Parker "51" Pen at your Parker Pen

dealer's. It's available in the slim regular size or slimmer, shorter *de mi*-size. Prices start at \$12.50. In the moderate price field there are now Parker "21" Pens from \$5.00. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.



Magnified 62½ times each Parker "51" point is carefully compared with the master pattern for any possible imperfections. To pass this comparative test each "51" point must conform exactly and minutely to the perfection of workmanship that has always been a Parker tradition.

THE NEW, IMPROVED PARKER "51" IS NOW AT YOUR PEN DEALER'S!

